ORDER

Orders	Order / Rev:	105940		
	Alt Order #:	06842090		
	Product Desc:	HORSFORD 4 CONGRESS		
	Estimate:	1609		KSNV
	Flight Dates;	09/18/12 - 09/24/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/27/12 / 09/07/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	GMMB, Inc./ Washington D.C.	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%

Advertiser

Name:

Horsford for Congress - Revised

Demographic:

A35+

Product Codes:

PLC02

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	35	\$7,175.00	\$6,098.75

Total	5
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Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$7,175.00	\$6,098.75	0.00
Totals	35	\$7,175.00	\$6,098.75	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$7,175.00
Market	100%	\$23 145.16

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$6,017.74
KLVX	0%	\$0.00
KSNV-	0%	. \$0,00
KTNV	16%	\$3,703.23
KTUD	1%	\$231.45
KVVU	18%	\$4,166.13
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$1,851.61

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	-TWTF	:30	2	\$90.004	0,00 NM	2	\$650,00
	NEWS			,	•								·
v	<u>Star</u> Veek: 09/		<u>End Date</u> 09/23/12	Weekdays S	Spots/Week 2	<u>Rate</u> \$90.00	Rating 0.00						

Print Date: 09/10/12 09:05:54 Page 2 of 4

KSNV

Order / Rev Alt Order #:

Flight Dates:

105940

06842090

09/18/12 - 09/24/12

Advertiser:

Estimate:

Horsford for Congress

Product Desc:

HORSFORD 4 CONGRESS

1609

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 09/18/12 09/21/12	2 M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	-TWTF	- :30	2	\$90.004	0.00 NM	2	\$650.00
NEWS	WHY S-oa WakeOp W/Wagners								
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 2		Rating 0.00						
Spot Ch Date Range	Description Star	t/End Time	0.00	Weekdays	Len		Rtg Type		
1 KSNV 09/17/12-09/23/12 See MG 1.3,1,4	M-F 5-6a WakeUp w/Wagner5-6a	l		-TWThF	- :	:30 (\$90.00)	0.00 NM	ĺ	
[.NOT AVAILABLE RA	TE] NOT AVAILABLE RATE								
2 KSNV 09/17/12-09/23/12 See MG 1.3.1.4	M-F 5-6a WakeUp w/Wagner5-6a	l		-TWThF	- :	:30 (\$9 0 . 00)	0.00 NM		
[.NOT AVAILABLE RA	TE] NOT AVAILABLE RATE								200
3 KSNV 09/18/12-09/21/12 (ii) MG for 1.2,1.1	M-F 5-6a WakeUp w/Wagner5-6a	l		-TWThF~	- :	:30 \$325.00	0.00 NM		
[revised rate for mg]	M 5 5 0 - W								
4 KSNV 09/18/12-09/21/12	M-F 5-6a WakeUp w/Wagner5-6a	l		-TWThF~	- :	:30 \$325.00	0.00 NM		
[revised rate for mg]									
E 2 KSNV 09/18/12 09/21/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	6-7a	TWTF	- :30	2	\$175.004	0.00 NM	2	\$350.00
NEWS	, ,								
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 2	<u>Rate</u> \$175.00	Rating 0.00						
E 3 KSNV 09/24/12 09/24/12	M-F 6-7a WakeUp w/Wa@M	6-7a	M	- :30	1	\$175.004	0.00 NM	1	\$175.00
NEWS	M-F 6-7a WakeUp w/Wagners								
Start Date End Date		Rate	Rating						
Week: 09/24/12 09/30/12 E 4 KSNV 09/18/12 09/21/12	M 1 ? Today Show CM	\$175,00 658a-9am	0.00 -TWTF	- :30	2	\$200.004	0.00 NM	2	\$400.00
	Today Show	occu ourr		.00	_	Ψ200.004	0.00 1416	2	. φ400.00
TODAY SHOW <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating						
Week: 09/17/12 09/23/12	-TWTF 2	\$200.00	0.00	1		¥			
E 5 KSNV 09/24/12 09/24/12	Today Show CM Today Show	658a-9am	M~~ ~~ ~	- :30	1	\$200.004	0.00 NM	1	\$200.00
TODAY SHOW									
Start Date End Date Week: 09/24/12 09/30/12	Weekdays Spots/Week M 1	<u>Rate</u> \$200.00	Rating 0.00						
E 6 KSNV 09/23/12 09/23/12		8a-9am		30	1 \$	\$1,300.003	0.00 NM	1	\$1,300.00
MEET THE PRESS	Meet the Press								
Start Date End Date									
Week: 09/17/12 09/23/12 E 7 KSNV 09/18/12 09/21/12		\$1,300.00 9-10a	0.00 -TWTF	- :30	2	\$95.004	0.00 NM	2	\$190.00
	M-F Today Show II	0 100		.50	2	ψ90.004	O.OO INM		\$150.00
TODAY SHOW II <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating						
Week: 09/17/12 09/23/12	-TWTF 2	\$95.00	0.00						
E 8 KSNV 09/18/12 09/21/12	Rachael Ray CM Rachael Ray	11am-12pm	-TWTF	:30	2	\$80,004	0.00 NM	2	\$160.00
RACHEL RAY	·								
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week -TWTF 2	<u>Rate</u> \$80.00	Rating 0.00			•			
E 9 KSNV 09/18/12 09/21/12	Noon News CM	12-1230pm	-TWTF	:30	2	\$125.004	0.00 NM	2	\$250.00
NEWS	Noon News								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/17/12 09/23/12 E 10 KSNV 09/18/12 09/21/12	The Agenda 1230pm CM	\$125.00 1230-1p	0.00 -TWTF	:30	2	\$100.003	0.00 NM	2	\$200.00
	The Agenda 1230pm	.200 10	1 44 1	.50	_	ψ100,000	U.UU INIVI	۷	φ ∠ UU,UU
AGENDA							ı		

Print Date: 09/10/12 09:05:54 Page 3 of 4

Order / Rev:

Alt Order #: Flight Dates:

105940

06842090

09/18/12 - 09/24/12

Advertiser:

Estimate:

Horsford for Congress

Product Desc:

HORSFORD 4 CONGRESS

1609

KSNV

Ln Ch	Start	End	Inventory Code	Brook	Start/End T	īme Days	Len Si	note	Rate Pri	Dta Tuno	Spoto	Amount
		2 09/21/12			1230-1p	-TWTF	:30	2	\$100.003	Rtg Type 0.00 NM	3pots 2	Amount \$200.00
2 10 110111	00, 10, 1	2 00/21/12	The Agenda 123	•	1200 ip	1 741 1	.50	2	ψ100.000	O.OO IVIVI	2	Ψ200.00
AGENDA						-						
<u>Star</u> Week: 09/1	t Date	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$100,00	Rating 0.00						
E 11 KSNV				CM	3-4p	-TWTF	:30	1	\$150.004	0.00 NM	1	\$150.00
.		- ***-***	Dr Phil	0	ס יף		.00	•	ψ100,004	0.00 1414	'	ψ100.00
DR. PHI												
<u>Star</u> Week: 09/1	t Date	End Date 09/23/12	<u>Weekdays</u> -TWTF∺∽	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E 12 KSNV				HOURYCM	4-5pm	M	:30	1	\$145.004	0.00 NM	1	\$145.00
2.2		2 00/22	4PM NEWS (1 h	•	(4:00 PM-4:3		,00		φ1 1 3.001	0.00 (414)	'	\$140.00
NEWS												
<u>Star</u> Week: 09/2	t Date	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$145.00	Rating						
E 13 KSNV				HOURICM	4-5pm	0.00 M	:30	1	\$175.004	0.00 NM	1	\$175.00
L 10 (10)11	00/2-1/1	2 00/2-1/12	4PM NEWS (1 h		(4:30 PM-5:0		.50	'	\$175.004	U.UU INIVI	'	\$175.00
NEWS			•	•		,						
	t Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 09/2		09/30/12	M-F Early News	1	\$175.00	0.00	.20		0050 004	0.00 NIN		* 500.00
E 14 KONV	USITOIT	2 09/21/12	M-F Early News	СМ	5-630p	-TWTF	:30	2	\$250.004	0.00 NM	2	\$500.00
NEWS			,		•							
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>		•				
Week: 09/1		09/23/12	-TWTF	2	\$250.00	0.00			*			
E 15 KSNV	09/24/1	2 09/24/12	M-F Early News M-F Early News	CM	5-630p	M	:30	1	\$250.004	0.00 NM	1	\$250.00
NEWS			m. r. Zany riono									
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/2		09/30/12	M	1.	\$250.00	0.00						
E 16 KSNV	09/18/1	2 09/21/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	-TWTF	:30	2	\$230.004	0.00 NM	2	\$460.00
JEOPAR	RDY		,, cooparay									
	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/1		09/23/12	-TWTF	2	\$230.00	0.00						
E 17 KSNV	09/18/1	2 09/21/12	M-F Wheel of Fo	CM rtune	7-730pm	-TWTF	:30	1	\$230.004	0.00 NM	1	\$230.00
WHEEL			W VVIICO OT O	ituno								
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/1		09/23/12	-TWTF	1	\$230.00	0.00						
E 18 KSNV	09/24/1	2 09/24/12	M-F Wheel M-F Wheel of Fo	CM	7-730pm	M	:30	1	\$230.004	0.00 NM		\$230.00
WHEEL			W-I WINESTOFF	rune								
Star	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/2		09/30/12	M	1	\$230,00	0.00						
E 19 KSNV	09/18/1	2 09/21/12	Face to Face w/ F		730-758pm	TWTF	:30	2	\$125.004	0.00 NM	2	\$250.00
FACE TO	FACE		race to race w/	J.Naistuii								
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/1		09/23/12	-TWTF	2	\$125.00	0.00						
E 20 KSNV	09/22/1	2 09/22/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	S-	:30	1	\$100.004	0.00 NM	1	\$100.00
VEGAS I	INC		vegas mc.									
<u>Start</u>	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/1		09/23/12	S-	1	\$100.00	0.00			<u>.</u>			
E 21 KSNV	09/18/1:	2 09/21/12	M-F News 3 at El M-F News 3 at E		11pm-1135pi	m ~TWTF	:30	2	\$255.004	0.00 NM	2	\$510.00
NEWS			M-LINGM2 2 SEE	CAGII								
	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/1		09/23/12	-TWTF	2		0.00						
E 22 KSNV	09/18/1:	2 09/21/12		СМ	1135p-1237a	-TWTF	:30	1	\$1 10.004	0.00 NM	1	\$110.00

Print Date: 09/10/12 09:05:54 Page 4 of 4 Order / Rey: 105940 Advertiser: Horsford for Congress

Product Desc:

HORSFORD 4 CONGRESS Flight Dates: 09/18/12 - 09/24/12 Estimate: 1609

Alt Order #;

06842090

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount The Lonight Show Tonight Show **TONIGHT SHOW** Start Date End Date <u>Weekdays</u> Spots/Week Rating <u>Rate</u> -TWTF--Week: 09/17/12 09/23/12 \$110.00 0.00 E 23 KSNV 09/24/12 09/24/12 The Tonight Show СМ 1135p-1237a M-----:30 \$110,004 0.00 NM \$110.00 **Tonight Show TONIGHT SHOW** Spots/Week End Date Start Date Weekdays Rate Rating 09/30/12 Week: 09/24/12 M----\$110.00 0.00

E 24 KSNV 09/18/12 09/21/12 M-F Today Show III 4th BM 10am-11am -TWTF-- · :30 1 \$80.004 0.00 NM 1 \$80.00 Today 4th Hour

TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -TWTF--

\$80.00 0.00

> Totals 35 \$7,175.00

KSNV